Smart Ass Toilet Paper — Premium Australian Made Recycled Toilet Paper

Toilet Paper Plus • June 23, 2026

When it comes to choosing toilet paper, Australians are increasingly looking for products that deliver comfort, value, and sustainability. Smart Ass Toilet Paper combines all three, offering a premium 3-ply toilet tissue made from 100% recycled Australian materials. Available in convenient cartons of 24 or 36 double-length rolls, Smart Ass is proving that environmentally responsible toilet paper doesn't have to compromise on softness or performance.

Whether you're shopping for your home, office, or workplace amenities, Smart Ass Toilet Paper provides an Australian-made solution that helps reduce waste while supporting local manufacturing.

Why Choose Smart Ass Toilet Paper?

Smart Ass Toilet Paper is designed for Australians who want a high-quality toilet tissue while making a positive environmental choice. Each roll contains an impressive 360 sheets, offering double the length of many standard toilet rolls. This means fewer roll changes, less packaging waste, and better overall value.

Key benefits include:

- Premium 3-ply softness and strength
- Made from 100% recycled Australian paper
- Australian manufactured and locally sourced
- Double-length rolls with 360 sheets per roll
- No inks, dyes, fragrances, or unnecessary additives
- Available in cartons of 24 or 36 rolls
- Suitable for homes, offices, schools, and commercial facilities

The result is a toilet paper that feels soft and comfortable while helping reduce environmental impact.

The Smart Ass Story

Smart Ass is more than just another toilet paper brand. It was created through a unique partnership between comedy sketch group Swag On The Beat, renowned sustainability advocate Joost Bakker, and Australian manufacturer Encore Tissue.

The idea was born from a surprising fact about Australia's toilet paper industry. Every year, Australia imports approximately 70,000 tonnes of toilet paper, including products

sold under some of the country's most recognisable brands. Despite appearing Australian, many recycled toilet paper products are manufactured overseas before being shipped thousands of kilometres to Australian consumers.

The Smart Ass team saw an opportunity to do things differently.

Their goal was simple: create a genuinely Australian toilet paper brand that sources its materials, manufacturing, and production entirely within Australia. The result is an end-to-end Australian product that supports local jobs, reduces transport emissions, and keeps valuable recycled materials within the Australian economy.

As they proudly describe it, Smart Ass is Australian from beginning to end — your end included.

Made from 100% Recycled Australian Paper

One of the biggest environmental advantages of Smart Ass Toilet Paper is its use of 100% recycled Australian wastepaper.

Unlike traditional toilet paper manufactured from virgin wood pulp, Smart Ass repurposes paper that has already served its original purpose. By recycling existing paper materials, the company helps reduce landfill waste while minimising the demand for tree harvesting.

Every roll contributes to a more circular economy by keeping valuable resources in use for longer.

Choosing recycled toilet paper can help:

- Reduce landfill waste
- Lower demand for virgin timber resources
- Support sustainable manufacturing practices
- Reduce environmental impact compared to traditional paper products
- Encourage responsible recycling systems

For environmentally conscious households and businesses, Smart Ass offers a practical way to reduce everyday waste without sacrificing quality.

Sustainability Built Into Every Roll

Sustainability is at the core of everything Smart Ass does.

The toilet paper is manufactured in Australia using advanced production methods that require less water and energy than conventional virgin pulp manufacturing. Because both the recycled paper source and production facilities are located within Australia, transportation requirements are significantly reduced compared to imported alternatives.

The product is also free from:

- Added fragrances
- Artificial dyes
- Printing inks
- Unnecessary chemicals

This creates a cleaner, simpler toilet paper that focuses on what matters most: softness, strength, and sustainability.

The involvement of sustainability pioneer Joost Bakker has helped ensure that waste reduction and environmental responsibility remain central to the product's design and manufacturing process.

Premium Comfort Without Compromise

Many consumers assume recycled toilet paper must feel rough or inferior. Smart Ass challenges that assumption.

Thanks to modern recycling and manufacturing technology, Smart Ass delivers a premium 3-ply toilet tissue that combines softness, absorbency, and durability. The paper is gentle enough for everyday use while remaining strong and reliable.

The double-length rolls provide additional convenience by lasting longer between replacements, making them particularly popular in busy households and workplace bathrooms.

With 360 sheets per roll, users enjoy fewer interruptions and better overall value from every carton.

Available at Toilet Paper Plus

At Toilet Paper Plus, we are proud to offer Smart Ass Toilet Paper as part of our growing range of sustainable washroom and hygiene products.

Whether you're looking for a carton of 24 rolls for a smaller household or a larger carton for maximum value and convenience, Smart Ass delivers premium quality while supporting Australian manufacturing and environmental responsibility.

As more Australians seek eco-friendly alternatives for everyday essentials, Smart Ass Toilet Paper stands out as a smart choice for both your budget and the planet.

Order Smart Ass Toilet Paper Online Today

If you're looking for Australian-made recycled toilet paper that combines comfort, sustainability, and value, Smart Ass Toilet Paper is an excellent choice.

Made from 100% recycled Australian paper, manufactured locally, and designed for superior performance, Smart Ass offers a practical way to reduce your environmental footprint without compromising on quality.

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necessities made simple

Browse the Smart Ass Toilet Paper range at Toilet Paper Plus and discover why more Australians are making the switch to smarter, more sustainable toilet paper.

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